



**CITY OF BEVERLY HILLS**

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Municipal Gallery

**Next Beverly Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, March 22, 2016  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: March 22, 2016 / 8:32 AM

**IN ATTENDANCE:** Mayor Gold, Vice Mayor Mirisch, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Alexandra Polin, Johan Gyllenkrok, Sheena Tahilramani, Kory Klein, Ben Reiss, Ori Blumenfeld, Jon Paul Puno, Timothea Tway, Jon Gluck, Paul O'Brien, Sharona Nazarian, Julie Wagner, Lauren Escobar, Boomer Welles, Michelle Khalatian, Wil Master, Tim Harter, AJ Wilmer.

**1) PUBLIC COMMENT**

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

**2) Welcome**

**3) Old Business**

**A. Next Beverly Launch Festival**

- Proposed new event date in June to provide more lead time to finalize food, alcohol, vendor, and entertainment details.
- Send any new ideas or leads to subcommittee chairs by next meeting on April 5.
- Event timeline with deliverables and milestones will be created for next meeting.
- Committee members expressed concern with lack of a clear Committee and event identity and the need for a comprehensive visioning/branding exercise for Committee and event. Requested this exercise be only item on April 5 agenda.
- Subcommittees will be added to future meeting agendas and chairs will report out on their progress to-date and recommendations.
- Marketing subcommittee will bring the draft event outreach plan to the next meeting for discussion.

**B. Housing White Paper**

- Moved to meeting on April 5.

**C. Next Beverly Branding**

- A draft Committee logo was finalized by the Branding Subcommittee. It is 'on-hold' pending the Committee visioning/branding exercise scheduled for the April 5 meeting.

**4) New Business**

**a. Pitch & Tell**

- None

**b. Upcoming Meetings**

- April 5 at 8:30 a.m.
- Committee will reevaluate bi-weekly meeting schedule after April meetings.
- City staff began taking meeting highlights at the February 9, 2016 meeting following the creation of the Next Beverly Committee as a standing City Council Committee. These highlights are being finalized and will be distributed via email as information-only going forward.

**ADJOURNMENT**

Date / Time:

March 22, 2016 / 9:41 AM